



1915 - 1950  
AT IT FOR 35 YEAR'S

# *Steelcote*

## RUBBER ENAMEL

STILL LEADS THE PARADE



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STEELCOTE MANUFACTURING CO.  
3418 Gratiot Street St. Louis, Mo., U. S. A.

STEELCOTE

**SALES MANUAL—***presenting*  
*facts . . . .*  
*figures . . .*  
*functions*

**1915**

— CELEBRATING —  
THE 35th ANIVERSARY  
OF STEELCOTE LEADERSHIP

**1950**

***Steelcote***

**MARCHES ON!**



# THERE IS A REASON!

## Steelcote RUBBER ENAMEL

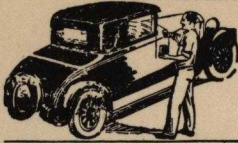
The only paint that contains real rubber.

There is nothing like rubber—nothing like Steelcote!

It takes no less than 22 separate operations to manufacture this totally different product with its base of pure para-rubber. The result is a finish that anyone can apply without previous experience of any kind—a finish that costs much less, lasts much longer and makes old cars look like new!

Simply wash the car thoroughly and apply Steelcote Rubber Enamel right over the old paint. Then make this extraordinary test: write your name on the finish while still wet and it will flow together perfectly. This is just evidence that a Steelcote finish leaves no trace of brush-mark or overlap. That is why any amateur can apply it.

The ravages of the worst weather are as powerless as alkali or acid to effect any surface finished with Steelcote Rubber Enamel. Even hammering or bending cannot cause it to crack, peel or chip—yet one coat is ample and it dries overnight. Get this brilliant lustre on your car. Do it yourself or insist upon it from your car painter. Your dealer will gladly supply a copy of the Steelcote booklet with a host of beautiful colour combinations.



Sole Malta Distributors:  
**GAUCI BORDA & CO.**  
Opposite Royal Opera House  
Lyon Street  
Victoria Gate, Valletta

## Steelcote ESMALTE A BASE DE CAUCHO

El único esmalte que contiene verdadero caucho

¡Es algo asombroso! Steelcote deja el coche como nuevo...

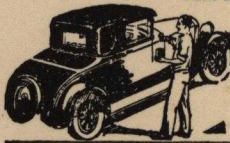
Su findez especial impide que la brocha deje señal o repliegue alguno y, cuando se seca, su brillo es deslumbrante: parece como si hubiera sido esmalado a fuego.

Steelcote no se desdora ni se cuarteja y su duración no admite comparación alguna porque los agentes atmosféricos no le producen ningún efecto.

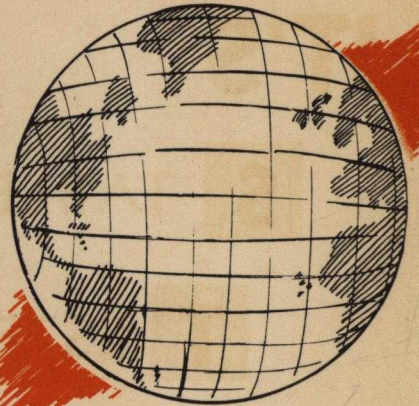
¡Ah, y el coste es insignificante!—Con un bote pequeño o grande, según el tamaño del coche, tiene bastante.

Podría ocurrir que usted no tuviera tiempo de esmalar su coche. Si así fuera, en el garage pueden hacerlo fácilmente, pero está seguro de que ordenará el uso exclusivo de Steelcote. Hay 60 modernas combinaciones de colores en el folleto que su detallista le entregará con mucho gusto.

Fídelo uno hoy mismo.



Distribuidor: ALBERTO GARRIGOS  
Doctor Serrano, 11 — TENERIFE



The

# WORLD KNOWS

Ediniz..

Este caucho que es el caucho, su ve hara un elastico en el que se ve el caucho emay STEELCOTE maz, kaharraz, parcalari dñsmex ye kat'iyen mukavim ve parlak sahini kaybetmez.

Arabaniz

## Steelcote

Kauçuk emay ile boyatınız

Steelcote, hakiki ve saf kauçuğu havlı yegâne emaydır. İstimali gayet basittir, size lazım olanak bir kutu Steelcote ve iyi bir boya fırçasıdır.

Kide edeceğiniz tati ve parlak boyadan son derece memnun kalacaksınız. Fırca izleri bırakmaz anlyen yayılır. Bir kat kâfiatir. Parlatmak için ayrica vurdige lazum yoktur.

BUGÜN BOYAYINIZ, YARIN KULLANINIZ

Bugün öğle vakti Steelcote'la boyadığınız arabanızla yarın sabah hareket edebilirsiniz. Fırında kurutulmuş bir emay kadar dayanıklı bir verniktir.

Steelcote; Ne hamızattan, ne sıcak sudan ve ne de akali ve gazolinden kat'iyen mütesessir olmaz.

de akali ve gazolinden kat'iyen mütesessir olmaz.

Steelcote, camura, rüzgára veya güneş maruz kalsa kat'iyen çatlamaz ve daima parlak kalır. Ufak bir kutu, küçük bir arabayı bo-

yanmağa kâfiatir.

İstihlak edeceğiniz 20 güzel rengi vardır.

60 karışık renkler.

Ev İçin Dahı Aynen

Mcfrusati, soğuk hava depolarını, tahta kaplamaları, banyo ve mutfakları ve sairyle boyamak için Steelcote kullanınız. Dayanıklı ve parlak bir sahini bulmağa çarşisi 43 İZMİR

EN UN DIA

No quedan marcas de la brocha pintando con

Steelcote RUBBER ENAMEL

El esmalte a base de caucho Sin ser gran pintura, sin costosa instalación, se pinta a brocha con STEELCOTE, el nuevo producto de caucho y se obtiene una superficie tan lisa como a pizela. STEELCOTE cubre bien, basta un mano sobre la pintura vieja.

Seca en una noche. Rinde mucho, una pizela es suficiente para un coche de tamaño mediano. Los pintores que pintan con STEELCOTE, siempre tienen trabajo. Pueden pintar a mano, pizela y de cualquier forma.

ES IDEAL PARA TRABAJOS CASEROS

Para esmalzar muebles de madera y de mimbre, refrigeradores, trabajos interior de madera, camas, etc. Seca dejando una superficie dura, durable y lustrosa. El surtido de colores de colores muy atractivos.

Distribuidores: Car'os Escobar P. y Cia. Automovilística Sida, Ramón Peláez y Cia. Alejo Santamaría R.—Medellán.

En Los Climas más Severos Retiene el ESMALTE



Steelcote

A BASE DE CAUCHO SU BRILLO DE ESPEJO!!!

## NYHET!



Lakker selv Ders bil, seil eller motorbåt med den nye Steelcote Rubber Enamel. Dette er en ny Gummilakk, elastisk, lettilgjengelig og hurtig-tørrende.

Lakker Ders bil med og kjør i morgen! Slik for sjøen, sol og varme. Alle larver.

Steelcote RUBBER ENAMEL

Selges i Fredrikstad hos: Fredrikstad Farvehandel Grevskibryggen Farvehandel A/S Hagbart Jakobsens Farvehandel.



PAINT YOUR CAR WITH Steelcote RUBBER ENAMEL

You can do it yourself quite easily because Steelcote flows on without brush mark, lap or streak—leaves a smooth finish. Being elastic, it won't chip or peel and stays glossing as long as the car is in use.

resists Oil, Petrol, Acids, Salt, Air and Water, Sun, Rain, Snow, etc. It is sold in 20 Such Colours as you wish. Price list on request. Write for price list to: STEELCOTE & CO. (LONDON), LTD., 100, Grosvenor Road, London, E.C.1. Each canister is marked.

下 閣  
内之時小數於能  
目面新一輛車使  
美新久長能且



本公司代理 倫敦馬路 穆勒馬克倫公司  
Muller Maclean & Co., 108, Robinson Road, Singapore.

Steelcote RUBBER ENAMEL

Steelcote RUBBER ENAMEL

Der Lack vom Gummibaum!

Der ideale Streichlack zum Selbstlackieren von Automobilen, Motor-, Fahrradern usw.

Jetzt auch in kleinen Dosen für Fahrradlenktricht Bezug durch den Großhandel



Alleinvertrieb und Hauptlager für Deutschland:  
**R. Timmermann & Co., Hamburg 1, Chilehaus A**  
Fernsprecher 323694  
Drahtanschrift: Steelcote Hamburg



# WHY *Steelcote* LEADS

RUBBER ENAMEL

IT'S

**S** TABLE

**T** ESTED

**E** CONOMICAL

**E** LASTIC

**L** ONGER WEARING

**C** OVERAGE

**O** UTSTANDING

**T** RUE TONES

**E**ASILY APPLIED

*It's*

---

the World's Finest Finish!



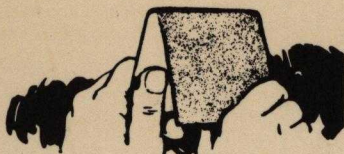
# TESTED

## Steelcote Resists the Enemies of Ordinary Enamels

These are Some of the Rigid Tests that Prove STEELCOTE SUPERIORITY

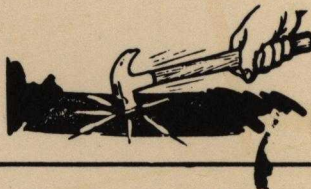
### BENDING TEST

BEND a piece of metal coated with STEELCOTE ... even after a year's time. You can bend until the metal breaks but you can't harm the film.



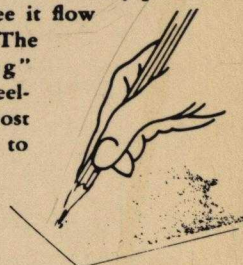
### HAMMER TEST

HAMMER STEELCOTE applied to a piece of metal. You may dent the metal, but the tough, durable film remains intact.



### SELF-LEVELING TEST

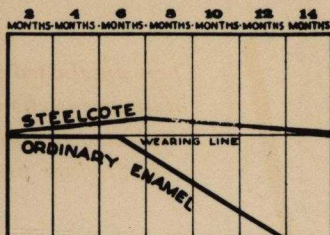
WRITE your name in freshly painted STEELCOTE—see it flow together again. The "self-leveling" properties of Steelcote make it almost an impossibility to leave a brush mark or lap in painting.



### WEARING LINE

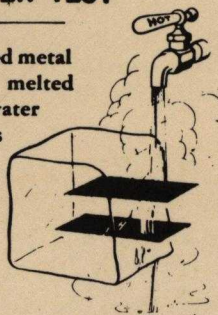
ORDINARY enamels start wearing from their first day of exposure.

STEELCOTE seems to undergo a "chemical baking" process from the elements for the first 6 to 8 months of its life, which hardens the film for many months more of added wear.



### ICE AND BOILING WATER TEST

STEELCOTE coated metal frozen in ice and melted out with boiling water shows no ill effects from this sudden change of extreme temperatures.



### ACID TEST

MURIATIC ACID eats away metallic zinc—but does not destroy that part coated with STEELCOTE.



### SALT WATER—SALT AIR TEST

STEELCOTE wears and wears in the seacoast countries—the islands of the Pacific, Panama, etc., where other enamels, most lacquers, and even aluminum castings, quickly disintegrate.



### RAIN, SLEET AND SNOW

LET IT RAIN ..... LET IT SNOW! These elements which quickly ruin other finishes, or turn them white, do not bother STEELCOTE.



### SUN

A RECENT LETTER from sunny California, which is reproduced elsewhere in this portfolio, tells of 5 years of wear for STEELCOTE ... and the car still looks good.





# -and RECOMMENDED by USERS

Steelcote Mfg. Co.,  
St. Louis, Mo.

Dear Sirs:

Will you kindly send me the stores or jobbers handling Steelcote in N. E. Penna. near Wilkes-Barre, Berwick and so on?

I tried to get it there for a car and had to come back here to get it, about 200 miles.

I used it here on our own cars and after a year in this Salt air, the finish is just the same as when I put it on.

Send me the list and color card as I gave mine away. I would think the Berwick Store Co., Berwick, Pa. would handle it.

It's the best thing I ever came across, only too many people don't know it. I travel quite a bit and give it a good boost to all.

Very truly yours,  
T. S. J. Meehan  
1046 May Ave.  
Ocean City, N. J.

Ocean City, N. J.,  
July 23, 1932.

Steelcote Manufacturing Company  
St. Louis, Missouri

Lake Worth, Florida  
January 21, 1933

Dear Sir:-

I personally painted my own car with your Light Green Steelcote Rubber Enamel four years ago. Car has stood out in the trying sun rays of Florida, mountain dew, or North Carolina, then Texas rays for another year, and when I traded the Hudson Brougham last July, I know it was the paint job that sold it as it was a 26 model.

as I sold I purchased a 28 Buick Sedan for same price as that my old car for. I wanted you to know this product, surely is a wonderful actual test for your

Arriving back in Lake Worth with my Buick which was badly in need of paint I proceeded to sand and paint it. I had a third of a half pint of the green. I painted hood thinking surely I could buy more and to my dismay I find no merchant in West Palm Beach or here carrying it. I refuse to use their products and told all the merchants why. They claimed the product too high for the demand today. So if it is at all possible, mail C.O.D. one can Black, smallest size for fenders and back of upper body of car and a small can of Light Green.

You may use this letter for any use you see fit as I believe in your product and have sold plenty of it in my time.

Respectfully  
Bertha Perkins  
Lake Worth  
c/o Perkins Motor Company or  
Gen. Del.

DRS. McCREERY & KLING  
WABOO, NEBRASKA  
May 22, 1931.

R. F. McCREERY, D. D. S.  
W. L. KLING, D. D. S.  
HELEN J. POLAK, D. N. DENT.

Steelcote Mfg. Co.,  
St. Louis, Mo.

Gentlemen:-

About ten or eleven years ago we put down on our office floors, about six rooms, a light weight battleship linoleum; it was quite expensive. We found that every time anyone stepped on the linoleum it left a dust print and although we mopped the floor in our operation rooms and laboratory several times a day, it always looked dirty. After trying to varnish it several times, we tried grey Steelcote and found it stood up under the hardest use. About once a year, we touch up the spots around our operating chairs, laboratory, telephone, etc., where Steelcote begins to show wear with a heavy new coat of the same paint and afterwards go over the entire floor with a thin coat of the Steelcote.

We have found Steelcote the only paint that will wear on a linoleum.

RPMcC:HP

Yours truly,  
Drs. McCreery & Kling

*R. F. McCreery*

These unsolicited letters  
of commendation are  
typical of thousands  
in Steelcote files.

Please send address of your  
dealer that sell your Steelcote Rub-  
ber Enamel.

I have had it on my car for five  
years on body and still good.

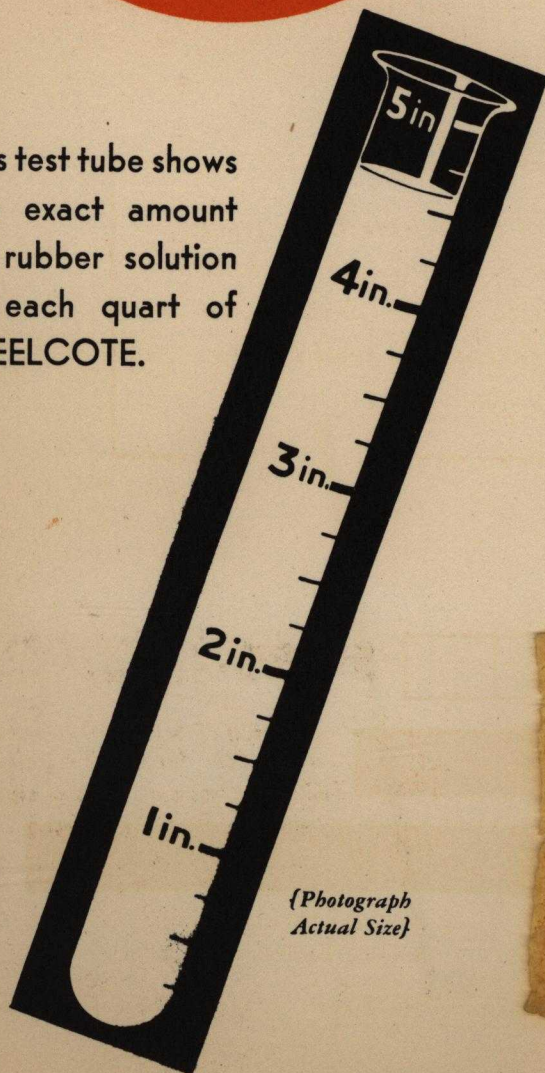
H. A. Higbee  
114 Main St.  
Huntington Beach, Calif.



# ELASTICITY

## Genuine RUBBER Plasticizer

This test tube shows the exact amount of rubber solution in each quart of STEELCOTE.



{Photograph  
Actual Size}

The Elasticity and Flexibility of Steelcote Rubber Enamel surpasses all other enamels, because Steelcote contains Rubber.

To Steelcote belongs the honor of pioneering the introduction of Rubber as a Plasticizer in enamel. Some enamels are advertised as Rubber Enamels, but no claim is made that they contain rubber, whereas STEELCOTE ACTUALLY DOES CONTAIN RUBBER.



This test tube shows the exact amount of rubber solution in each quart of Steelcote Rubber Enamel. Dr. A. L. Duval D'Adrian, famous chemist of two continents, testifying before the U. S. Federal Trade Commission, had this to say of rubber plasticizers — "Added amounts caused longer drying and gave no greater elongation."



Steelcote Rubber Enamel contains the proper amount of Rubber Plasticizer to make it more flexible and elastic than ordinary enamels.



The "findings" of the Elongation Test proves beyond a doubt the value of Rubber Plasticizer over Liquid Plasticizers, which have a tendency to sweat out or separate.

Rubber is non-oxidizing and should it happen to separate it is plastic and adhesive enough by itself to adhere to the other particles of the enamel **and stay there**, thus protecting the surface for a **much longer period** than either the liquid or solid plasticizers on the market at the present time.

**100%  
MORE  
ELASTIC**



## ELONGATION TESTS

Think! of the added life and wear of STEELCOTE after its life has been doubled.

Even before adding the rubber plasticizer, tests show it to have greater elongation than most enamels.

*"Tests show an increased elongation of a Steelcote Film from 22% to 44% by the addition of a given percentage of Steelcote rubber solution. Added amounts caused longer drying and gave no greater elongation. The elongation of a well known, highly advertised auto enamel was only 5%."*

the  
**VALUE  
OF  
RUBBER  
PLASTICIZER**



**5 to 20%** elongation for ordinary enamels



**22%** elongation for Steelcote before adding rubber plasticizer



**44%** elongation for Steelcote Rubber Enamel



# EASILY APPLIED

No skill or experience required when you use

STEELCOTE RUBBER ENAMEL

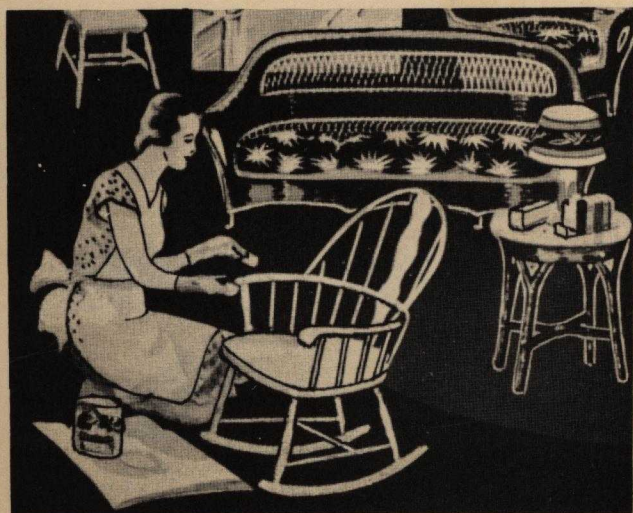
*because*

*It is Self-Leveling*

*Will not show Laps or Brush Marks*

*One Coat Covers*

*Covers MORE Surface*



The auto owner or housewife using it for the first time will, with ordinary care, get a fine finish. All that is necessary is to follow the simple directions on the container.

Steelcote Rubber Enamel makes it easy for the amateur. No skill or experience in handling it necessary.





# LONGER WEAR

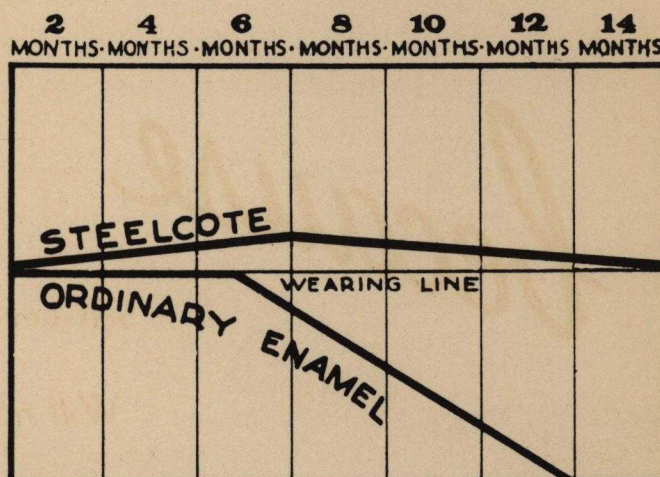
THE DURABILITY OF STEELCOTE HAS NEVER BEEN SUCCESSFULLY CHALLENGED.  
STEELCOTE WILL AND HAS PASSED, MANY RIGID TESTS THAT  
ORDINARY ENAMELS CANNOT SURVIVE

## WEARING LINE

ORDINARY enamels start wearing from their first day of exposure.

STEELCOTE, containing Rubber which gives it a plastic film, actually seems to undergo a "chemical baking" process when exposed to the elements for the first six to eight months of its life, during which period the enamel seems to actually improve after which the film hardens for many months more of added wear.

STEELCOTE "WEARS LIKE STEEL"



**Steelcote**  
**RUBBER ENAMEL**



*...will not*

CRACK

CHIP

CHECK

PEEL

*...resists*

OILS

ACIDS

SALT WATER

ALKALI

GASOLINE

BOILING WATER

ALCOHOL

STEELCOTE IS MADE TO STAND ABUSE

Its beautiful, tough, lasting coat protects millions of dollars worth of property the world over.



# COVERAGE

## The criterion of all tests is the Coverage Test.

Here again Steelcote has shown its superiority over ordinary enamels. This outstanding advantage that Steelcote holds over ordinary enamels can be traced to these vital facts—The long ageing of the vehicle, the purity of colors and pigments; the double filtering processes and the numerous grindings of pigments. These give Steelcote Rubber Enamel a fineness of texture that is only possible in higher priced enamels like Steelcote. This gives Steelcote more covering capacity and makes Steelcote more economical to use. All of which stands for a superior one-coat enamel, which ultimately spells Coverage with a capital "C."



It would require this size can of ordinary enamel to cover the same number of square feet



as this size can of Steelcote would cover.

ONE COAT  
STEELCOTE RUBBER ENAMEL



Cheap enamels cover from 350 to 400 square feet per gallon



Steelcote covers 750 square feet per gallon

ONE COAT  
ORDINARY ENAMEL





# OUTSTANDING



## *Steelcote*

is the Outstanding Finish on the market today

The success of Steelcote Rubber Enamel is due to outstanding Quality, and it is Quality that gives Steelcote

*Durability*

*Flexibility*

*Easy Application*



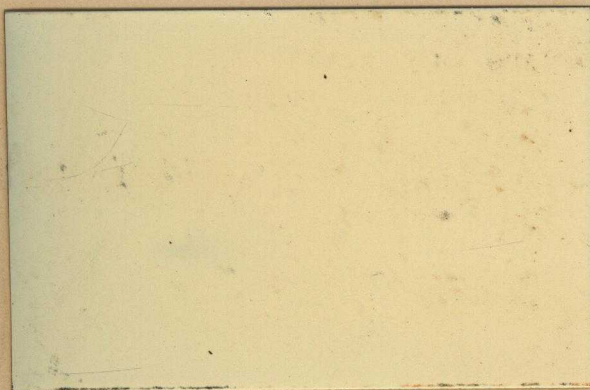
# TRUE TONES

The exactness and careful attention of the grinding of Pure Colors, regardless of cost (some colors costing over two dollars a pound) which go into Steelcote permits Steelcote users to express their color personality without fear of easy fading, off-shade or dingy colors.

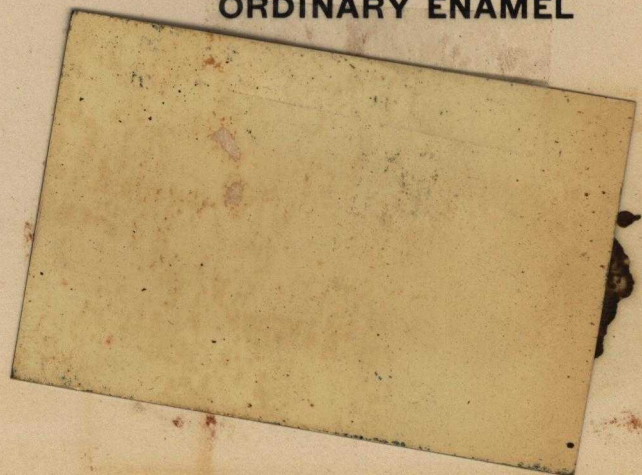
The True Tones of Steelcote colors enables you to secure the WHITEST White and the BLACKEST Black enamel possible to manufacture — Steelcote retains its luster long after cheaper enamels have dulled and faded—another reason for the popularity of Steelcote.



**STEELCOTE RUBBER ENAMEL**



**ORDINARY ENAMEL**



**STEELCOTE** *passes through 22 separate and distinct processes of manufacture!*



# ECONOMICAL

## *Steelcote* RUBBER ENAMEL

is more Economical than ordinary enamels

*because*

- 1** EASILY APPLIED  
No need to hire an experienced painter.
- 2** LONGER WEAR  
Not necessary to repaint yearly.
- 3** ONE COAT COVERS  
Saving labor and time.
- 4** COVERAGE  
It therefore costs less to use Steelcote. Covers from 32% to 36% more surface than cheap enamels.

STEELCOTE  
RUBBER ENAMEL



ORDINARY ENAMEL

STEELCOTE RUBBER ENAMEL

ORDINARY  
ENAMEL



"THE WORLD'S FINEST FINISH"



# STEELCOTE

Sum up and combine all the essentials that stand for a superior product and you will have "Steelcote Rubber Enamel."

Because of these essentials Steelcote has been accepted throughout the world as the finest finish for: Automobiles, Furniture, Walls, etc.



¡Oh, qué preciosidad!  
¡Si parece un coche  
nuevo...!

Esto es lo que ella le dirá cuando mañana vaya a buscarla, porque con Steelcote cualquiera pueda dejar su coche como si acabara de salir de la fábrica.

Como en Steelcote entra caucho real y verdadero... caucho de Pará, él solo se extiende, sin que la brocha deje señal ni repliegue alguno, no se desconcha ni se cuartea y además resulta económico. — Con un bote pequeño o grande, según el tamaño del coche, tiene bastante.

Si usted no tuviera tiempo de esmaltar su coche, si en el garage pueden hacerlo, pero está seguro, si esto ocurre, de que ordena el uso exclusivo de Steelcote. Hay 60 modernas combinaciones de colores en el folleto que su detallista le dará con mucho gusto. Pidalo uno hoy mismo.

PERU

Ariero Maldonado, Colgado de la fábrica, Apilón, 415. L. de la fábrica. Distribuidores: Tumbaco, Hermanson, Macías 112, Lima. — Asistidos: Raggio, Pichon 108. — S. B. Jorja y C. S. en C. Rastro de San Francisco 716. — Servis a Ferria, C. R. — Diamore y Parodi, Trujillo.



**Steelcote**  
ESMALTE A BASE DE CAUCHO

La única pintura que contiene verdadero caucho



EN UN DI  
No quedan marcas de la brocha pintando con  
**Steelcote**  
RUBBER ENAMEL  
STEELCOTE, el nuevo producto de caucho, se pinta a brocha con mano sobre la pintura vieja. STEELCOTE cubre bien, hasta un coche de tamaño mediano. Rinde mucho, una pintura suficiente para un TE, siempre tienen trabajo. Pueden pintar a menor precio y dejarlo listo a su cliente. ES IDEAL PARA TRABAJOS CASEROS



PAINT YOUR CAR WITH  
**Steelcote**  
RUBBER ENAMEL

You can do it yourself quite easily because Steelcote flows on without brush mark, lap or streak—leaving a smooth brilliant finish that looks and lasts like baked enamel. Being elastic, it won't crack, chip or peel and stays glossing new months after ordinary finishes are weather beaten.  
Steelcote resists Oil, Petrol, Acids, Salt, Sulfur, Air and Water, Sun, Tar, Salt, Acid, Snow, etc.

Supplier to sold in 15 South America, South, East, Europe, Asia, China, India, and other parts of the world.  
**MARKET & CO. (LONDON), LTD.**  
25 Abchurch Lane, London, E.C.4  
Trade enquiries invited.

**STEELCOTE'S SUCCESS** is not just a national success. It is international. Wherever enamel is used Steelcote is advertised and sold. The story of rubber in enamel has been told in dozens of foreign languages and the name of Steelcote is favorably known to the entire civilized world. Such is the power of the printed word backing up a product of unusual merit.

**Steelcote**  
ESMALTE A BASE DE BORRACHA  
El único esmalte que contiene borracha

E' assombro!  
Com STEELCOTE  
renova-se o carro  
em um dia...



En Los Climas más Severos  
Reliene el ESMALTE



**Steelcote**  
A BASE DE CAUCHO SU BRILLO DE ESPEJO!!!

En Panamá, agitado por aires atenuadamente salobres que destruyen y apagan todas las pinturas de automóvil, el esmalte STEELCOTE, a base de caucho mantiene la supremacía de resistencia y durabilidad. El agua de lluvia y la salada no lo mancha; el sol no lo cuartea. Steelcote se extiende y empuja, cubre, sin necesidad de pincel. Basta una mano sobre la pintura vieja. Se cae en unas horas. No hay que pulir; tiene lustre natural. Es también el mejor acabado para Yates, muebles y todo objeto que haya de estar a la intemperie o sufrir malos tratos.  
Hay más de 600 distribuidores Steelcote en el país. Si donde usted reside no lo encuentra, escriba a los siguientes señores:  
A mecánicos y pintores de autos les conviene solicitar informes completos sobre productos Steelcote.

Dígnese a los introductores, L. D. METER & Cia.  
Paseo Colón 301 — Buenos Aires

**Steelcote**  
ESMALTE A BASE DE CAUCHO

Presen folh  
**Dario**  
AV. S. JOAO



MADE BY STEELCOTE MANUFACTURING

Se vende donde: **GABRIEL**  
Avenida Boyacá, Barranquilla



A FEW REASONS **WHY**

DEALERS **PREFER** SELLING

# **Steelcote**

## **RUBBER ENAMEL**

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**NON-COMPETITIVE**

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**PUBLIC ACCEPTANCE**

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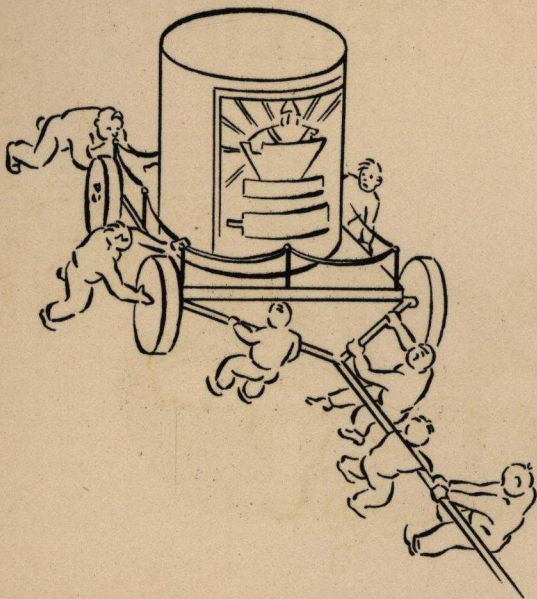
**CUSTOMER SATISFACTION**

**8**

**ADVERTISING**



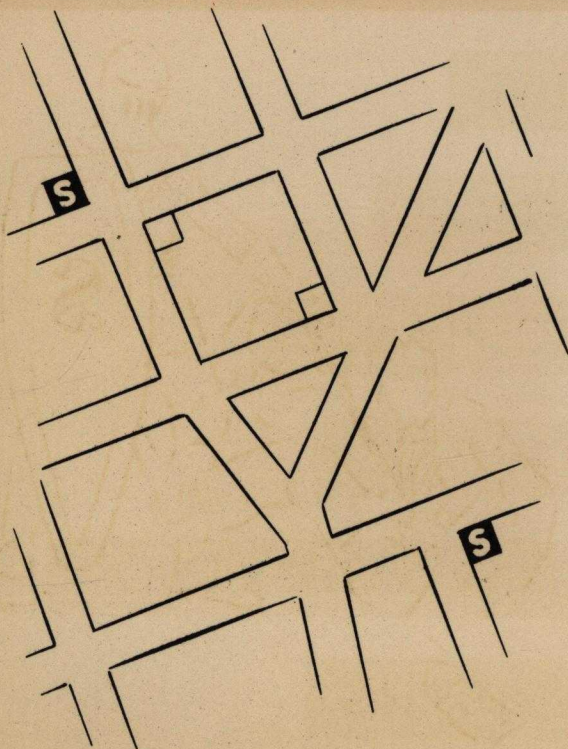
# DEALER HARMONY



Realizing the fact that a manufacturer's volume of business depends entirely on the dealers' volume, Steelcote formed the policy of Dealer Harmony.

When a dealer purchases a stock of Steelcote he automatically becomes a member of our organization. He is given every possible assistance in order to make his relationship profitable. Sales helps that have proved helpful to other dealers are passed on to him. His comments are welcomed whether they are flattering or otherwise. His suggestions are carefully considered.

# ZONING



Realizing the danger of price abusing, Steelcote has set up a new Zone Policy whereby Steelcote Dealers have exclusive sales rights in their particular trade areas.

Under this new policy all trade areas are marked off in zones and a dealer who purchases a stock of Steelcote will have exclusive sales rights in this zone, as long as he does a satisfactory volume of business. No other dealer will be permitted to carry Steelcote in his zone.

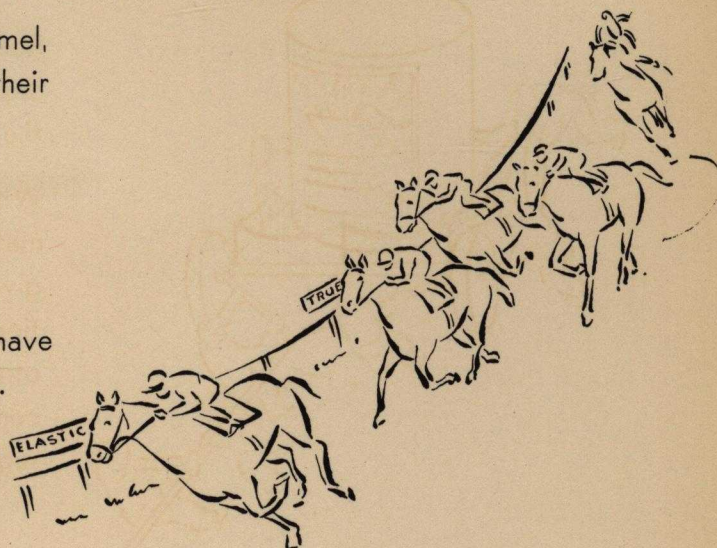


# NON-COMPETITIVE

Steelcote Rubber Enamel, not being an ordinary enamel, its dealers have the following advantages to offer their trade over the dealer selling ordinary enamels—

**Easy Application**  
**Longer Wear**  
**Coverage**  
**Economy**

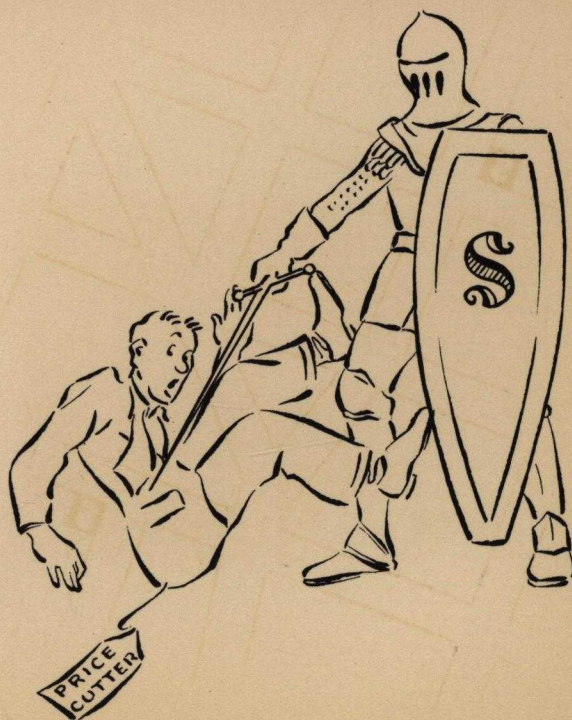
Due to the new Zone Policy, Steelcote dealers will not have to compete with other Steelcote dealers in their zone.



# PROTECTED PRICES

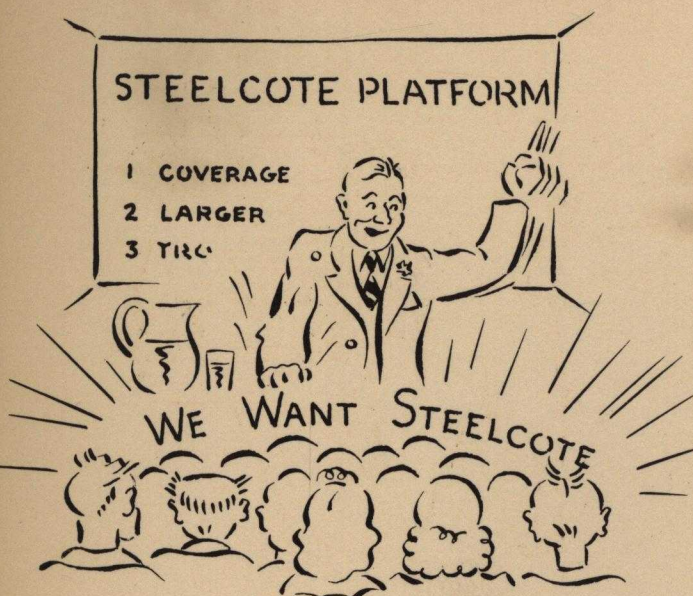
Realizing the unfairness of price-cutting dealers and the dissention of dealers caused by this practice, Steelcote has set up a universal price policy on Steelcote Rubber Enamel and each dealer must adhere to this policy.

Any dealer who violates our price policy will not be permitted to continue as a Steelcote Dealer.



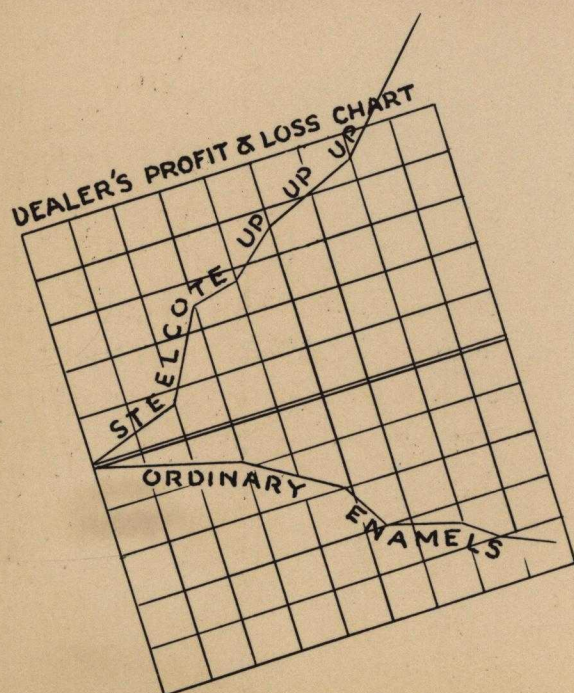


# PUBLIC ACCEPTANCE



Originally Steelcote Rubber Enamel was solely manufactured as an automobile enamel and accordingly was manufactured in automobile colors only. Due to the satisfactory results obtained on their cars, people began inquiring for lighter shades, for Furniture, Walls, Woodwork, etc. The demand became so great that soon furniture colors were added to the line. Now Steelcote is fast becoming the leading furniture and wall finish. Steelcote is now being used on Aeroplanes, Battleships and other surfaces where durability and coverage is demanded.

# LARGER PROFITS



Steelcote Dealers find that by selling Steelcote Rubber Enamel they earn larger profits than they do when selling ordinary enamels. This is due to the following facts—

- More people demand Steelcote
- Few complaints to settle
- No price-cutting to meet

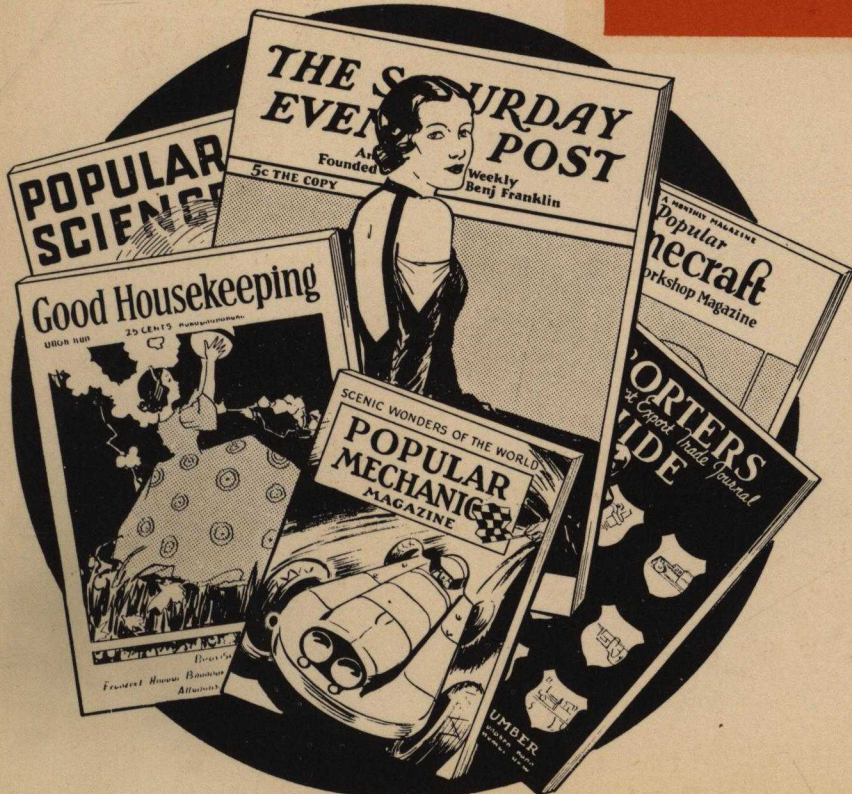


# CUSTOMER SATISFACTION

When Steelcote Dealers sell their customers Steelcote Rubber Enamel they know that customer will be pleased with the finish obtained, thus adding to their prestige as well as inviting the goodwill of their customers.



# ADVERTISING



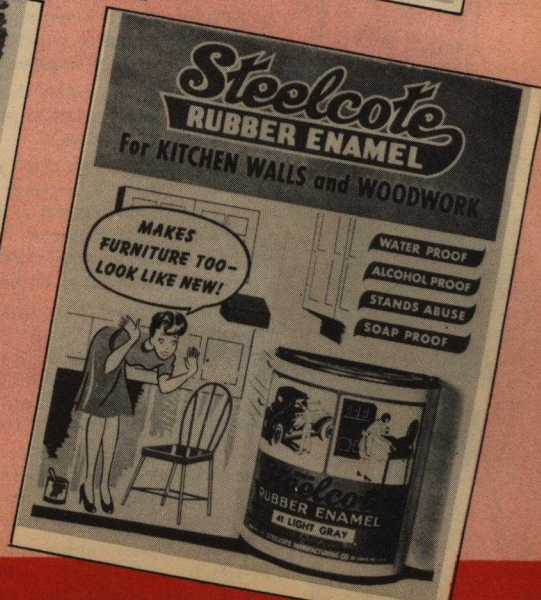
Each year Steelcote appropriates thousands of dollars for advertising, using dealer helps, newspaper, radio and national magazine advertising.



# POINT-OF-SALE ADVERTISING

CAUSE — and — EFFECT

Color cards, window cards  
and easel-back counter  
cards sell for you all day  
... every day.



POWERFUL NEW ADS  
COMBINING RUBBER ENAMEL  
AND LAY-TITE



These ads will appear in metropolitan newspapers dates designated. Altogether over 60,000,000 copies of these papers will be printed and circulated. The impact will be nation wide and the urge to buy Steelcote Rubber Enamel and Lay-Tite will be great. Get "on the band wagon" to obtain your share of this business in your market.

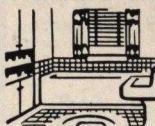


# Steelcote RUBBER ENAMEL

30 COLORS TO CHOOSE



**FOR BATHROOMS • FURNITURE • BICYCLES • AUTOMOBILES**



ENTIRE  
JOB  
ONLY  
\$2.95



REFINISH  
A  
CHAIR  
ONLY  
19¢



MADE LIKE NEW  
25¢

PERMANENTLY  
REFINISHED  
FOR AS  
LITTLE  
AS  
\$1.65



THIS MUCH LIQUID RUBBER  
IN EVERY QUART

**BEND IT! HAMMER IT!  
WON'T CRACK OR CHIP!!**

It's so simple, painting with Steelcote Rubber Enamel that even the most inexperienced can obtain beautiful results. Because of the fine tung oil blended with rubber in special processing, Steelcote Rubber Enamel lives up to its name and protects with a steel-like, resistant finish that is not affected by fresh or salt water, alcohol, acid, weather or abuse. It flows from the brush freely and dries fast into an even glass-like finish leaving no brush marks. Try this amazingly different enamel today. There's a Steelcote dealer near to serve you.

**"wears like steel"**



**LAY-TITE**  
RUBBER BASE COATING

MADE WITH PURE LIVE RUBBER  
ESPECIALLY FOR  
**CONCRETE FLOORS  
AND WOOD FLOORS**

Here's the floor paint that takes rough treatment... all that you give it and comes back for more, good as new! Withstands acid, alcohol, greases... won't chip, fade or scuff. Outwears ordinary floor paint 3 to 1 on concrete, wood or linoleum. Available in 8 modern colors, also Black, White and Clear.

**SOLD BY ALL GOOD PAINT, HARDWARE AND LUMBER DEALERS**

DISTRIBUTED BY: (NAME AND ADDRESS)

**STEELCOTE MANUFACTURING CO. • 3418 GRATIOT • ST. LOUIS 3, MO.**  
Manufacturers of "Rubber Coatings" since 1915

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### With Dealer Listing

Boston Record American, May 18, Sept. 7  
Chicago Herald American, May 18  
Cincinnati Times Star, May 25  
Cleveland Press, May 4  
Detroit News, June 15, Sept. 21  
Kalamazoo Gazette, May 11, Aug. 3  
Memphis Commercial Appeal, June 22, Sept. 21

Milwaukee Journal, Sept. 14  
Philadelphia Bulletin, May 4  
St. Louis Post-Dispatch, April 13  
Salt Lake City Tribune, Telegram, May 18  
Salt Lake City Deseret News, May 25  
San Diego Tribune-Sun & Union, June 8  
San Francisco Examiner, April 27

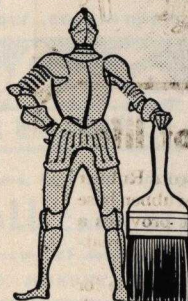


# Steelcote

## RUBBER ENAMEL



**"WEARS LIKE STEEL"—Protects and Beautifies with a film of PURE LIVE RUBBER!**



Use it inside or outside the house, on autos, lawn furniture, etc. . . . wherever you want a beautiful, durable, long lasting finish! It's crack-proof, chip-proof, resists water, weather and abrasion, stands up for years. Flows freely, levels perfectly, dries rapidly to a hard glass-like yet flexible surface. The most amazing enamel you ever used. Rubber base makes it "wear like steel".

SOLD BY ALL GOOD PAINT, HARDWARE AND LUMBER DEALERS



**CALL — (DIST. PHONE NO.)**

FOR THE NAME OF YOUR NEAREST DEALER  
DISTRIBUTED BY: (NAME AND ADDRESS)

STEELCOTE MANUFACTURING CO. • 3418 GRATIOT • ST. LOUIS 3, MO.  
Manufacturers of "Rubber Coatings" since 1915

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### With Dealer Listing

Los Angeles Examiner, May 18  
Providence Bulletin Journal, Sept. 14

### Without Dealer Listing

Chattanooga News, Aug. 24  
Cincinnati Times Star, Sept. 28  
Miami Herald, May 11  
Newark News, July 27  
New York World Telegram Sun, July 20, Oct. 5  
Portland Oregonian, April 27  
St. Louis Post-Dispatch, May 4  
San Francisco Examiner, Oct. 12



**PAINT to preserve and beautify!**

# Steelcote

## RUBBER ENAMEL



### A durable finish that adds years of life!

Everybody's painting almost everything these days with Steelcote Rubber Enamel and everybody's mighty pleased with the results. Its rubber base not only s-t-r-e-t-c-h-e-s the paint to cover more surface but provides a hard, steel-like finish resistant to water, alcohol, acids and rough treatment. Won't chip, crack or peel. Join in the fun, follow the crowd... paint your car for as little as \$1.65; a canoe for only \$1.15; a tricycle for 25¢; lawn chairs as low as 20¢ each. Beautify bathrooms, furniture, woodwork... add renewed life to every surface at amazingly low cost with wonderful Steelcote Rubber Enamel!

(SOLD BY ALL GOOD PAINT, HARDWARE AND LUMBER DEALERS)



**CALL - (DIST. PHONE NO.)**

FOR THE NAME OF YOUR NEAREST DEALER

DISTRIBUTED BY: (NAME AND ADDRESS)

STEELCOTE MANUFACTURING CO. • 3418 GRATIOT • ST. LOUIS 3, MO.  
Manufacturers of "Rubber Coatings" since 1915

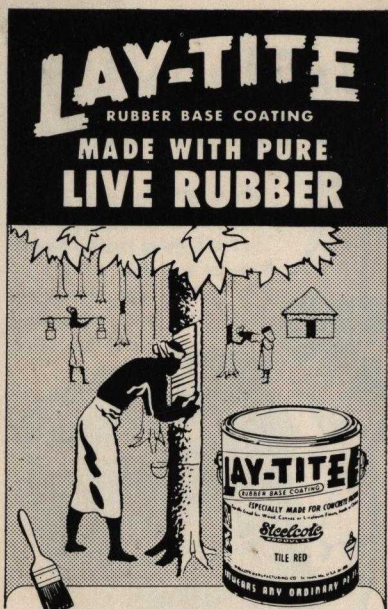
### With Dealer Listing

Chattanooga News, May 18  
Newark News, May 11, Oct. 12  
New York World, Telegram & Sun, May 11, Sept. 7  
Portland Oregonian, April 13, Aug. 7  
Providence Bulletin Journal, May 25

### Without Dealer Listing

Jacksonville Times Union, Aug. 3





## ESPECIALLY FOR CONCRETE FLOORS AND WOOD FLOORS

- Resists Water and Weather
- Resists Grease and Corrosives
- Not Affected by Temperature

Especially made for basement, garage, porch, office floors that get rough treatment. No more worn spots or surface mars with Lay-Tite... actually outwears ordinary enamels 3 to 1! Highly resistant to alkali, acid, alcohol, grease. Easy to apply. Eight colors, plus Black and White; Clear for linoleums.

AT ALL GOOD PAINT, HARDWARE AND LUMBER DEALERS



**CALL (DIST. PHONE NO.)**

FOR THE NAME OF YOUR NEAREST DEALER  
Distributed by: NAME AND ADDRESS

STEELCOTE MFG. CO., 3418 GRATIOT, ST. LOUIS 3, MO.  
Manufacturers of "Rubber Coatings" Since 1915

75

Cleveland Press, May 18, Aug. 10, Sept. 21  
Detroit News, May 25, Aug. 3, Oct. 12  
Kalamazoo Gazette, Sept. 21  
Philadelphia Bulletin, Aug. 24  
St. Louis Post-Dispatch, April 6, June 22  
Salt Lake City Deseret News, April 13, July 6  
Wheeling Intelligencer, April 20, July 13

PAINT YOUR FLOORS WITH  
**LAY-TITE**  
Rubber Base Floor Coating

MADE WITH PURE  
**LIVE RUBBER**  
ESPECIALLY FOR  
**CONCRETE FLOORS  
AND WOOD FLOORS**

- Resists Water, Moisture, Soap
- Resists Alcohol and Corrosives
- Not Affected by Temperature

At last, an enamel designed exclusively for floors. Actually outwears ordinary enamels as much as 3 to 1! Lay-Tite gives you years more beauty and protection on wood or concrete floors. Won't chip, crack, fade or scuff. No more worn spots in traffic lanes... Lay-Tite stands up where ordinary paints fail, resists acids, alcohol, oil and grease... simply wash it and the original luster returns. Use Lay-Tite in the basement, garage, porch, office... wherever you want lasting floor protection and beauty. 8 colors—Black, White, Clear for linoleums.

SOLD BY ALL GOOD PAINT, HARDWARE AND LUMBER DEALERS



**CALL - (DIST. PHONE NO.)**

FOR THE NAME OF YOUR NEAREST DEALER  
DISTRIBUTED BY: (NAME AND ADDRESS)

STEELCOTE MANUFACTURING CO. • 3418 GRATIOT • ST. LOUIS 3, MO.  
Manufacturers of "Rubber Coatings" since 1915

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Jacksonville Times Union, April 20  
Kalamazoo Gazette, Aug. 17  
Memphis Commercial Appeal, May 25  
New Orleans Times Picayune, May 4  
St. Louis Post-Dispatch, Aug. 24  
San Francisco Examiner, Sept. 28  
Wheeling Intelligencer, Aug. 24



**SUPER-ELASTIC**

**Steelcote**

**RUBBER ENAMEL**



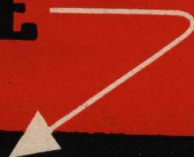
**A STURDIER ENAMEL  
FOR ALL INTERIOR  
AND EXTERIOR USES**

**STEELCOTE MANUFACTURING CO. ST. LOUIS, MO. U.S.A.**





**WHY IT  
COSTS LESS  
TO USE**



***Steelcote***  
**RUBBER ENAMEL**



**What  
Do You  
Mean,  
'Rubber  
Paint'---?**





# Decalcomanias

DESIGNED TO OBTAIN THE MAXIMUM  
IN SHOW WINDOW IDENTIFICATION.

-----  
THEY ARE BEAUTIFUL IN 5 COLORS:

RED  
YELLOW  
GREEN  
BLACK  
WHITE

-----  
TEN (10) INDIVIDUAL PIECES FROM WHICH TO CHOOSE

- NO. 1 CENTER PANEL SIZE 29-3/4" x 14"
- NO. 2 LEFT END PANEL SIZE 14-7/8" x 12-7/8"
- NO. 3 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 4 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 5 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 6 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 7 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 8 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 9 PRIVILEGE PANEL SIZE 29-3/4" x 8"
- NO. 10 RIGHT END PANEL SIZE 14-7/8" x 12-7/8"

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DECALCOMANIAS ARE AN EFFECTIVE MEANS OF MERCHANDISING.  
STEELCOTE OFFERS THESE COSTLY DECALS FREE TO CO-OPERATIVE  
DEALERS.







